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The Effect Of Electronic Service Quality, Product, Price, Promotion On Customer Satisfaction (Case Study On Customer Online Stores Lazada.Co.Id Jakarta)

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Abstract

This research aims to know the effect of electronic service quality, product, price, promotion on customer satisfaction in the Lazada.co.id online store customers in Jakarta. Electronic service quality, product, price, promotion is a things into consideration and provide value to customers in choosing an online store as a destination shopping. In this study the author uses an online questionnaire method against 235 respondents or Lazada.co.id customers. Then conducted an analysis of the data obtained in the form of a descriptive analysis, quantitative analysis include the assay validity, reliability test, test of goodness of fit, and the analysis of the model of measurement SEM (Structurak Equation Modelling) using Software AMOS 22.0. From a study of 235 respondents, results of the study indicate significant influence between the influence of the interactions in five variables, namely (1) Electronic Service Quality affects Satisfaction, (2) Product affect Satisfaction, (3) Price affect Satisfaction, (4) Promotion affect Satisfaction

Keywords: maximum 5 keywords from paper Electronic Service Quality, product, Price, promotion, customer satisfaction, customer loyal

1. Introduction

The number of internet users, attract business to promote the goods they are selling over the internet. The Internet is able to affect all business sectors, ranging from large scale shareholding arrangements, any small to utilize the internet for product branding, product marketing, sales or other business functions.

Not only the business sector, the internet is ever able to change the behavior of the community in making purchases both in making a purchase of goods or services. The internet progresses very rapidly, this is now popping up online stores, online blogs or social media which is not only used as the site of friendship but many were selling tools of human needs. The following data behaviors of internet users in Indonesia year 2016 according to APJ APJII (Association of Indonesian Internet Service Providers):

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Figure 1. The behaviour of internet users in Indonesia
Source : Association of Indonesian Internet Service Providers,2016

The survey results shows as 62% of internet users in Indonesia using online shop. With the presence of e-commerce, consumer shopping trends previously done conventionally, Now can shop practically through the internet. How to shop online as it was held very good because in a sense more efficiently. E-commerce sites are now more and more in Indonesia, which from day to day always record the new name in a long list of e-commerce companies are present in Indonesia.

In the midst of online market growth in Indonesia, to be in the competition of online retail also claimed to provide maximum satisfaction to the consumer, where customer satisfaction will impact on consumer loyalty itself. For that, companies need to measure the perception of quality of service electronically (quality of Electronic service), because the website is the main media of consumers in shopping activities and transactions replace the role of the seller. In addition to the quality of electronic services, products, prices, promotions and also influence on online store customer satisfaction.

This research developed by Syfa Nur Rahmah [14] about influence, price and promotion to satisfaction (case study at zolara.com). With today's development based on Information Technology (IT), by adding Electronic Servive Quality is expected with the quality of web-based services will facilitate and accelerate transactions in making purchases. (study case on Lazada.com) because this is one of the most popular online store in Indonesia.

1.1. Research Purposed

Based on the background of the problems that have been pointed out in the aboveproblem can be formulated as follows:
- To know the influence of electronic service quality customer satisfaction Lazada.co.id
- To know the influence of products against customer satisfaction Lazada.co.id.
- To know the influence of price against customer satisfaction Lazada.co.id
- To know the influence of promotion towards customer satisfaction Lazada.co.id

1.2 Research Model

Table 1 : Research Framework
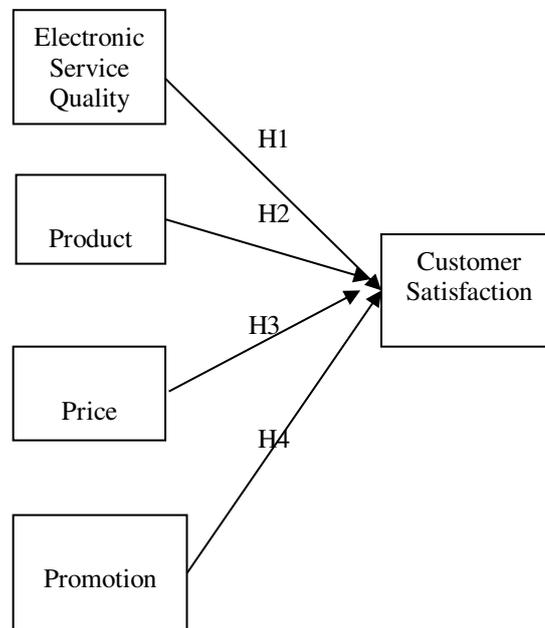
Hipotesis :

1. Ha: Electronic service quality affect Lazada.co.id customer satisfaction
   Ho: Electronic service quality does not affect Lazada.co.id customer satisfaction

2. Ha: Product affects customer satisfaction Lazada.co.id
   Ho: the product does not have an effect on customer satisfaction Lazada.co.id

3. Ha: price affect customer satisfaction Lazada.co.id
   Ho: the price does not affect customer satisfaction Lazada.co.id

4. Ha: Promotion effect on customer satisfaction Lazada.co.id
   Ho: Promotion does not affect customer satisfaction Lazada.co.id

2.   Research Method

2.1. Object of Research
Objects that are examined in this study is 235 the respondent Lazada.co.id customers in the city of Jakarta. While the Subjects in this study is the online store Lazada.

2.1. Object of Research
According to Sugiyono [12] the relationship between one variable with another variable in research can be distinguished into:
   a.   Independent variable: The independent variable in this study is electronic service quality, product, price, and promotion.
   b.   Dependent variabel. The dependent variable in this study is the customer satisfaction.

2.2. Sampling Technique

The population of the region is a generalization of the subjects/objects that have certain qualities and characteristics set by the researchers to learn and then drawn the conclusion . The population in this research is a customer of e-commerce online stores lazada.co.id in the city of Jakarta which have already done the purchase of more or equal to two times.

The sample is representative of the population partially or examined, [3] , The technique of sampling or sampling techniques is a way of taking samples representative of the population [1]

In this study used nonprobability sampling technique of sampling, which means sampling techniques that do not give the same opportunities or opportunity for any element or member of a population to be selected into the sample. To determine the author's sampelnya techniques using the quota sampling. Quota sampling is a technique to determine the samples from populations that have certain characteristics to the sum (quota).

The magnitude of the samples have an important role in the interpretation of the results of the Structural Equational Modeling (SEM). SEM estimation procedure is the most common is maximum likehood (ML).

Determination of the number of representative samples according to Hair et.al in [9] are dependent on the number of times your indicators 5 to 10.
For that in this research, the number of samples is the 5-10 multiplied the number of latent variable indicator so that the entire 5 x 47 = 235 sample or respondents.

2.3. Method of Data Collection

In this study, data gathering primary data used was a questionnaire (question form). According to Kuncoro [11] understanding the primary data is data that is retrieved by the field survey using all original data collection methods. The data in this study were obtained directly, through the answer to the question or statement questionnaire that has been specified in the form of raw data with a likert scale to know the response of the respondent, then the sample used is as much as 235 the respondent Lazada.co.id online store customers. Questionnaire distributed directly and online Lazada.co.id online store to customers with minimal criteria customers never shop at the same Lazada.co.id or lebid from twice.

2.4. Validity Test

To measure the validity of invalid constructs can be seen from the value factor for loadingnya. The respective indicator invalid constructs must have a factor of at least 0.50 loadng and ideally 0.70.

2.5. Realiabilty Test

Reliability test is a test of reliability that aims to find out how far a measuring instrument is reliable or trustworthy. Test reliability in SEM is a construct of reliability and variance extracted [7]

2.6. Statistical Analysis

Descriptive statistics is the statistics used to analyze data in a way describe or illustrate data that has been collected as-is without intending to make general conclusions applicable to or generalization [12]. This method is used to find out and analyze customer data Lazada.co.id in Jakarta about Electronic service quality, product, price, and promotion to customer

2.7. Analysis of Measurement Model

According to Santoso,singgih [13] in General a SEM model can be divided into two main parts, namely:
a. Measurement Model, is part of the SEM model describing the relationship between latent variables with infikator-charge indicators will.Approaches to assessing measurement model is measuring the composite reliability and variance extracted for each invalid constructs. Reliability is a measure of the internal consistency of indicators of an invalid constructs. The results of the calculations of the CR and VE signifies that an indicator has a good reliability if the CR value is greater than or equal to 0.70 and VE is greater than or equal to 0.50.

b. Structural Model, is describing the relations between latent variables varabel or between latent variables are exogenous variables with. Exogenous variables is independent variable that affects the dependent variable. Endogenous variables the dependent variable is affected by the independent variable (exogenous). Data processed by using SEM technique analysis of Maximum Likehood (ML) using software Analysis of Moment Structure (AMOS) version 22.0

At this stage of the testing done against the suitability of the model through an examination of the criteria of goodness of fit. Here's some index of suitability and the cut off value to test whether a model can be accepted or denied:

Table 2.the index Testing the feasibility of the Model

No	*Goodnesss of Fit index*	*Cut off value*
1	*Chi-square*	Expected small
2	Significant	$\geq 0{,}05$
3	RMSEA	$\leq 0{,}08$
4	GFI	$\geq 0{,}90$
5	AGFI	$\geq 0{,}90$
6	CMIN/DF	$\leq 2{,}00$
7	TLI	$\geq 0{,}95$
8	CFI	$\geq 0{,}90$

Source : Hair et al (1996)

Interpretation and modification of the model
This last stage is interpreting the model and modify the model for models that do not meet the terms of the testing is done.

3. Results and Analysis
3.1. Suitability Analysis Model

Reliability analysis models by calculating the value of the Construct of Reliability (CR) and Variance Extracted (VE). Reliability model is said to be good if the value of the CR is equal to or more than the value of 0.70 and VE the same or more than 0.50. The following is an explanation of the analysis for each variable of research.

Table 3. Result Standarized Loading

	ESQ	PRD	HRG	PRO	KEP
Lambda Loading Factor	0,811	0,732	0,767	0,836	0,756
	0,878	0,755	0,754	0,735	0,696
	0,814	0,72	0,795	0,803	0,751
	0,81	0,753	0,735	0,813	0,753
	0,725	0,783		0,814	
		0,786			
		0,752			
		0,764			

Source: primary Data, the processed Output, AMOS

Table 3 shows the results of the validity of the model of the value of all the loading factor $\geq$ 0.50 then the diakai data indicate whole grain indicators/statements are valid.

Table 4. Result of *Construct Reliability*

Variabel	*Construct Reliability* (CR $\geq$ 0.70
E-*Service Quality*	0,904
Product	0,914
Price	0,855
Promotion	0,899
Satisfaction	0,828
Loyalty	0,877

Source: Primary Data Processed

Based on table 4 shows the calculation of the reliability of the entire construct of each indicator variable more than 0.70. So this indicates that the entire variable reliability.

3.2. Analysis Of Suitability Of The Overall Model

Table 5. Suitability Trials on several criteria of Goodness Of Fit

Index	Model	Dec
[1]GFI	0.825	Marginal
[1]AGFI	0.805	Marginal
[1]TLI	0.903	Good
CFI	0.912	Good
[2] RMSEA	0.072	Good

Description:
[1] Less from 0.90 = Marginal
Between 0.90-0.95 = good
Above 0.95 = very good
[2] between 0.05 – 0.08 = good

Based on the values of the coefficients above, it can be concluded that in general the model has earned a good degree of suitability.
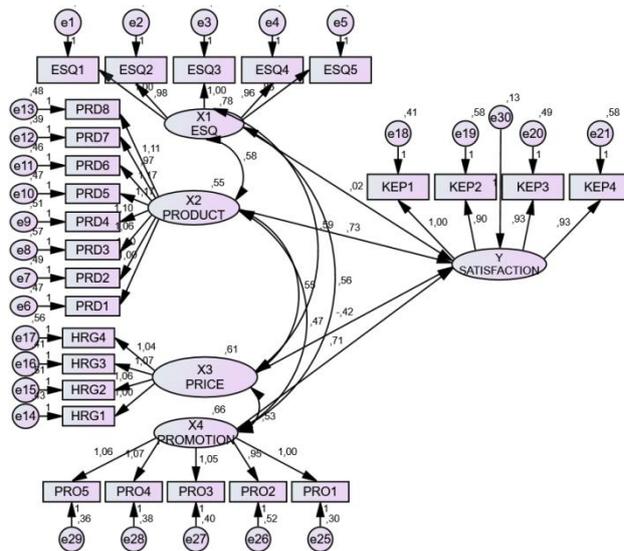
3.3. Structural Equation Model Analysis

Figure 3.1 the test results of conformity Model Research

3.4. Discussion of Hypothesis Test and results

H1: electronic service quality affect customer satisfaction Lazada.co.id
The influence of electronic service quality (ESQ) toward customer satisfaction of 0.118 to the level of 0.1% significance (P-value of 000 or $\leq$ 0.05) and the value of the critical ratio (CR) of 2.893 (CR $\geq$ 1.96). It can be said that electronic service quality (ESQ) effect significantly to customer satisfaction so that it can be said that a good electronic quality of service that has been provided Lazada.co.id is in compliance with the expectations of the customer.

H2: Product affect customer satisfaction Lazada.co.id
The product effect on customer satisfaction with the level of 0.096 0.1% significance (P-value of 000 or $\leq$ 0.05) and the value of the critical ratio (CR) of 5.067 (CR $\geq$ 1.96). It can be said that product has a significant affect on customer satisfaction so that it can be said that the quality of a good product that has provided Lazada.co.id is in compliance with the expectations of the customer.

H3: Price affect customer satisfaction Lazada.co.id
Table 4.35 shows the influence of the price against the customer satisfaction level of 0.087 of 0.1% significance (P-value of 000 or $\leq$ 0.05) and the value of the critical ratio (CR) by 2.987 (CR $\geq$ 1.96). It can be said that the price effect is significant to customer satisfaction so that it can be said that the price offered is already Lazada.co.id in accordance with customer expectations.

H4: Promotion effect customer satisfaction
the influence of products against customer satisfaction with the level of significance of 0.114 of 0.1% (P-value of 000 or $\leq$ 0.05) and the value of the critical ratio (CR) of 4.894 (CR $\geq$ 1.96). It can be said that the promotion of significant effect to the satisfaction of the customer so that it can be said the results of the research hypothesis is supported

The effect of Electronic Service Quality, product, Price, Promotion on Customer Satisfaction
Simultaneously the electronic service quality, product, price, promotion affect satisfaction with value of determination (R^2) of, or 82% 827. This indicates that the four variables contribute simultaneously variable satisfaction of 82% and 18% are thought to be influenced by other variables that are not available in the model.
Value estimation of electronic service quality towards the satisfaction of 0.317, products amounting to 0.484, price of 0.256, and promotion of 0.566, simultaneously from all four of these variables influence can be disubstitusikan into a mathematical equation as follows:
Loyalty = 0,317 ESQ + 0,484 PRD + 0,256 HRG + 0,566 PRO + e ....

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4.   Conclussions

- Electronic sercvice quality effect on customer satisfaction Lazada.co.id. So it can be said that when the electronic service quality (quality of service) increased then Lazada.co.id also increased customer satisfaction.
- The product's effect on customer satisfaction Lazada.co.id. In performance, features, reliability, quality, durability, beauty, fitness and serviceability, with the price of a good product then it will increase the perceived satisfaction of customers Lazada.co.id
- price effect on customer satisfaction Lazada.co.id. If the price offered Lazada.co.id in accordance with customer expectations it will increase the satisfaction of customers who shop at Lazada.co.id
- Promotion effect on customer satisfaction Lazada.co.id, when promotions do Lazada.co.id getting better and meet the expectations of customers then it will join in improving the perceived satisfaction of customers.
- effect on customer loyalty Satisfaction Lazada.co.id. This means that the higher the customer satisfaction towards the service of Lazada.co.id then the customers will be more loyal. This means that the satisfaction felt by customers making customers become loyal towards Lazada.co.id

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